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THE LAST  
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ST. LOUIS SUNDAY PAPER

# St. Louis Post-Dispatch.

"A KNIGHT ERRANT  
OF THE FOOTHILLS"  
IN TWO PARTS

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VOL. 40.—NO. 276.

ST. LOUIS, TUESDAY EVENING, APRIL 16, 1899.

PRICE, FIVE  
BY CARRIER TWENTY

## CRAWFORD'S RENAISSANCE

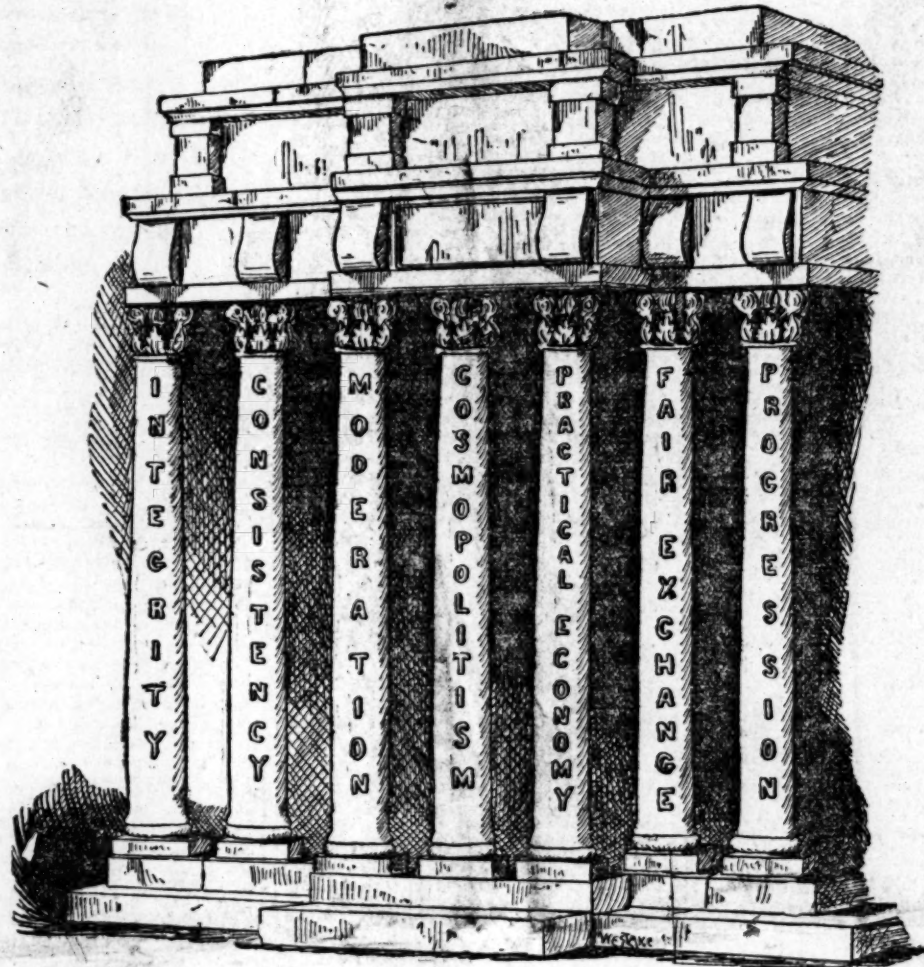
With the renewal of nature and the renewal of another season's trade it is not inappropriate that an old-established house like THE GREAT BROADWAY BAZAAR, one that has grown up WITH the people, one that has grown up CAUSE of the people, should renew its promises to those who still make it what it is--the STORE OF THE PEOPLE, and no structure either great or small can exist without supporting pillars, THE GREAT BROADWAY BAZAAR takes pleasure in presenting to the people a view of those upon which depends its existence, so that you who look for a fulfillment promises will know upon what you have to rely.

**COSMOPOLITISM**—Our central pillar upholds the great mercantile structure by "virtue of freedom from national prejudices or attachments." There is no line of demarcation at Crawford's between Jew or Gentile, citizen or alien, rich or poor, sect or "set." All are welcome, and there is room enough in this big store for all to be served fairly and honestly under the broad pennant of the banner of EQUAL RIGHTS.

**MODERATION** still stands firmly as one of OUR pioneer principles, one of OUR first-constructed columns. Twenty-three years ago CRAWFORD dared to start a business on the small-profit system, dared to open the way for hundreds to follow, and dared it at a crisis in mercantile history when to make such an innovation on established usages meant to stand alone. To-day the column of Moderation is as firmly imbedded in the foundations of the Great Broadway Bazaar as is the Egyptian Sphinx in the sands of the Libyan Desert, and now as ever will CRAWFORD'S purchase for cash the merchantable treasures of the world at the closest margins and sell on the narrowest limit of profit, because it is willing to grow steadily and surely WITH the people, not OFF of the people.

**PRACTICAL ECONOMY**—It is easy to theorize on this subject and keep a credit account, but you can't help coming out behind when the monthly bills are rendered. CASH buying, like a Cash basis of trade, is the only real Practical Economy that has ever yet been evolved out of the great problem of Ways-and-Means-to-save-while-spending, and Cash Buying will live as the survival of the fittest ages after the moss of Old-Fogysm hangs drearily dripping from dead-and-gone Credit.

**INTEGRITY**—A great mercantile establishment is simply an agency for the mass of the people. There must be an uprightness in mutual dealings or the column of Integrity will sway like the Leaning Tower of Pisa. Therefore, if we promise a yard, we must, "noblesse oblige," give you 36 inches; if a mistake is made tell us about it, and give us a chance to be fair to ourselves. When we advertise a thing we have it, and if you will come early enough you will get it. The system of cutting



prices necessitates great sacrifices on the part of the merchant; many times his goods are an absolute loss. If the public realized this more they would not be as extreme in demands as they often are, and having on certain reduced goods received double value for the amount expended, they would not still expect double value on every other purchase. "Measure for measure" is an honest policy; accept \$1.00's worth for \$1.00 at general times, appreciating the losses the merchant stands when he gives you whole dollars for halves on particular occasions.

**CONSISTENCY**—One price rules at CRAWFORD'S, and one line of policy as to bargains—a universality of bargains all over the house. No one department acts as a catch-penny bait for the others. If Silks reduce so do Dress Goods, and from a Card of Buttons to a Baby Carriage you will find that each department has its own special inducements to keep trade stirring and repay you for your patronage.

**PROGRESSION**—Crawford's keeps up with the procession and never fails to indorse modern enterprise. Show a new way that is better than the old and you will find the Great Broadway Bazaar in the front ranks, holding up the torchlight of advancement. Crawford's buys at first hands, sends to England, France, Scotland, Ireland, and all over America's manufacturing centers for the goods the people demand, never failing to remember that the closer the goods are bought the less necessity there is for big profits, and the better they will suit the pocket-books of customers. CRAWFORD'S has its own electric-light plant, its own tailoring, its own dressmaking, its OWN EVERYTHING, in short, that tends to make a great and independent concern.

**FAIR EXCHANGE**—The last column in the group of seven stands no less firmly than the other six. Every cent spent at CRAWFORD'S brings to the spender a full value return, because where no credit is given no losses are incurred, and the cash buyer has no extra taxati because another buyer's accounts are uncollectable. The purchaser small amounts is waited upon as if he were the purchaser of ten; the quantity, and no discrimination is allowed between rich or poor, country or city shopper.

On such pillars of support it is worthy that a grand structure has been erected, on such principles there should and does exist a future of limitless possibilities. CRAWFORD'S RENAISSANCE is no new adoption of principles, it is only a renewal of old principles tested and proven by the wear and tear of TWENTY-THREE YEARS.

<b>SI'KS.</b> 188 pieces Surah, pure silk, in all colors; this is an extra good value. At \$4.50 a yard. 120 pieces 22-inch figured China Silk, in a beautiful assortment of colors. At \$5.00 a yard. 1,800 yards Black Gros-grain Silk, Cashmere, in a rich and beautiful black soft finish; gives satisfaction. At \$1.35 a yard. One of the Greatest Bargains We Will Offer You for To-morrow: 50 pieces Broadcloth Silk, in beautiful combining colors. At \$1.00 a yard.	<b>WHITE GOODS.</b> 1 case Sheer Palermo Stripes, in 5 styles. At 12 1-2c 500 yds Imported Hem-stitch Organ-die, 45 4 wide, for aprons and dresses. At 50c 1 case splendid quality Cheek Nainsook, regular 100 goods. At 7 1-2c 240 yds Imported Sheer Persian Lawn, regular 600 quality. At 29c 300 yds 40-inch Novelty Apron Lawn, 4 rows lace, inserted stripes on border, regular 200 quality. At 12 1-2c	<b>ART NEEDLEWORK.</b> Stamped Momic Linnen Scarf, 3 yards long. At 50c Stamped Momic Linnen Scarf to match. At 35c Fancy Silk Tassels for table scarfs and lambrequins. At 25c a dozen.	<b>Ladies' and Children's Suits</b> A handsome All-wool Cloth Suit, in tan or dark gray, braided panel vest and cuffs, very stylish, and a bar-gain. At \$12.50 A stylish well-made Cloth Suit, tailor-finish and braided trimmings, in any of the leading shades. At \$15.00 A stylish Combination Suit, in any of the popular shades, in fine wool material. At \$18.50 Silk Warp Henrietta Suits, handomely trimmed with silk, gimp or moire ribbon. At \$20 Plain or Checked Summer Silks in any of the leading shades, well made and stylish. At \$20 Boys' All-Wool Cloth Kilt Suits, 2-piece. At \$2.25 Boys' Two-Piece Kilt Suits in fine wool cloth. At \$3.35 Girls' All-Wool Sailor Suits, braided trimmings. At \$2.50 Girls' Jersey Suits, very stylish. At \$5.00	<b>HOSIERY.</b> 500 doz. Misses' Fine Full Regular-made Cotton Hose in new fancy stripes, or black with Maco Feet, sizes 5 to 7, 12c; 7 1/2 to 8 1/2, 15c; regular price, 25c and 30c. At 12 1-2c Boys' Heavy Gray Rib School Hose, in sizes 5, 5 1/2 to 9. At 7 1-2c Ladies' Balbriggan Seamless Hose, with small red, black or brown striped (Schoppers) goods, with double heel and soles; best wearing hose made, regular \$1.25. At 17 1-2c Ladies' extra fine full regular made Hose, fancy striped tops, black boots, selling all over town at 20c per pair. At 35c Ladies' extra fine Balbriggan Vests, low necks and rib armlets, worth 35c. At 19c Ladies, note this: All-silk Jersey Rib Vests, in white, cream, pink and blue, all sizes, worth \$1.25. At 75c each Men's medium-weight, fancy-striped Merino Shirts or Drawers, all sizes; regular price, 75c. At 39c each Men's Fine Bleached Drilling 29c per Drawers, worth 50c. At 29c	<b>RIBBONS.</b> 1,000 Pieces No. 16 Gros Grain Ribbon, all Silk, in Brown, Navy, Garnet, Plum, Drab, Tan and Black. At 7c a yard 50 pieces No. 30 Fancy Ribbon, Armenian stripes, in different combinations. At 32c a yard 100 Pieces 9-inch Moire Sash Ribbon in White and Black, all Silk, worth \$1.25 a yard. At 75c a yard	<b>WRAPS.</b> 1 lot assorted styles of Jackets, all well made and finished off, in stripes and checks, \$3 and \$3.50 garments; an Easter special. At \$1.50 A full line of Fancy Check Jackets, with or without hoods, with fancy silk linings, \$5 garments; an Easter special. At \$3.00 An elegant assortment of Imported Felous, plain and embroidered, from \$1.25 to \$25.00 For elderly ladies we have a line of gros-grain Silk Mantlets, beaded and lace trimmed, satin-lined; regular \$15 garments; an Easter special. At \$10	<b>Crawford's Easter Millinery.</b> Cannot be equaled for variety, extent or style, and cannot be touched on prices, so much lower are they on the same class of goods than those offered by other houses. Trimmed Turbans for \$1.25 Turbans in all shades, trimmed with two shades of ribbon and wings or flowers, for \$2.50 Tulle Hat, in fancy braids, 40c. Large Hats, in all colors, with fancy edges, for \$5c. Fine English Milan Flats for \$1. Largest clusters of fine Nasturtium Blossoms with rubber stems for 75c. Snowballs, 10c a bunch. French Roses, all colors, two for 5c. Violets, three dozens in a bunch for 5c a bunch.
<b>Colored Dress Goods.</b> 70 pieces Spring novelty Suiting, all-wool dilling, in tan and beige grounds, with woven checks. Positively the best value in this country. 60 pieces, double width, genuine English Beige Mixtures, in the latest designs, checks, stripes, etc. 50 pieces 36-inch extra quality, imported Union Henrietta, in the newest shades. 40 pieces All-pure Silk and Wool Finesse Cloth, the most durable and stylish fabric in the market this season. They come in both plain and figured. 20 pieces 40-inch Lapin Margery Suiting, one of the latest weaves in the market. 10 pieces French Novelty Side-band Suiting, in the latest designs and shades. 60 pieces Cable Twills, very serviceable; sold everywhere else at 12 1/2c; our price, 8c 24-inch Broadcloth Brilliantines, in new designs, fine blacks; regular price, 10c. 10-inch all-wool Camel's Hair serge; regular 60c goods; going this week. At 39c 40-inch all-wool silk-finish Henrietta; extra good value, worth 60c; will be offered this week. At 50c 40-inch all-wool Sebastopol and Reversible Cord, very rich, regular \$1 goods; this week. At 75c 40-inch all-wool Guipure Lace Net, very handsome, worth \$1.00; this week. At 85c	<b>LINENS.</b> German Damask Towels (plain white), knotted fringes, with two rows open-work; a special bargain. At 19c each Barnsey Cream Damask Table Napkins, 20-inch square; very choice goods; a big drive. At \$1.15 per dozen Choice lot 11-4 size White Quills, Mar-seilles patterns and 2-ply yarns. At \$1.15 each	<b>UPHOLSTERY.</b> Striped twill, all-linen Furniture Coverings, choice assortment of 9 patterns and fast colors. At 25c per yard Elegant assortment China Silk, newest designs in patterns, 32 inches wide. At 75c per yard Special Silk Table Covers, 6-4 size, real designs, choice \$2.75 each. At \$2.75	<b>HOUSE-FURNISHING FLYERS.</b> This Beautiful Silver Plate Castor, hand-somely engraved and chased, with 5 fine Engraved Bottles—every morning this week. At 97c. This Handsome Silver, Plated Butter-Dish, beautifully Engraved and Chased—every morning this week. At 97c. FINE LARGE LAVA CUPPL DOES, HAND-PAINTED DECORATIONS, EVERY MORNING THIS WEEK. At 19c each. A Lot of Fine Bristle Shoe-Brushes. At 10c each. Large East India Copra Door-Mats. At 43c each.	<b>MUSLIN UNDERWEAR.</b> Ladies' Night Gowns, Mother Hubbard style, two rows insertion and cluster tucks, neck and sleeves Hamburg trimmed, worth \$1, this week for 69c Infants' Cambric Skirts, three rows of cluster tucks, regular price 75c; this week for 49c Infants' Cambric Slips, tucked yoke with Hamburg edge, neck and sleeves, two rows of cluster tucks (in skirt); worth \$1; this week for 75c Infants' Slips, plaited front and embroidered edge in neck and sleeves, regular price 75c; this week for 50c	<b>Men's Furnishings.</b> Men's Fine Summer Flannel Shirts, with collars, plain and embroidered, pearl buttons. Same goods 50c each sold last season at \$1. Now 25c Men's Extra Fine Imported Scotch Flannel Shirts, worth 25c. At \$1.25 500 dozen Men's Spanish Brown Seamless Half-Hose, regular 7 1-2c per pair, 10c. Men's Fancy Striped Full Regular Made Half-Hose, worth 25c, 15c per pair Special—700 dozen Men's extra fine braided mixed Shirts or Drawers, all sizes, worth 50c. For 30c each Men's new spring styles in Teck Scarfs, regular 50c goods. For 15c The Mother's Friend Shirt Waist. This is the best waist for boys; buttons all riveted on adjustable belt; best percale. At 50c	<b>SHOES.</b> Our Ladies' \$2.50 Bright Dongola Button Boots, all styles, shapes, sizes \$1.95 and widths, this week at Ladies' Overgaiters in the latest shades cut to Children's Kid and Goat Spring-heeled Button Boots, sizes 3 to 6, will go at 60c SOAP AND PERFUMERY DEPT. 500 dozen Turkish Bath Soap, 27c a box. 15 gross Roses of Cashmere Bouquet Soap, 11c a box. 275 gross Graham's Mecca Toilet Soap, 4 cakes in a box. 19c a box. 25 gross Murray's Florida Water, 29c a bottle. 60c a bottle for the teeth. Lubin's Perfume, all odors, 47c a bottle.	
<b>BLACK DRESS GOODS.</b> 50 pieces Cable Twills, very serviceable; sold everywhere else at 12 1/2c; our price, 8c 24-inch Broadcloth Brilliantines, in new designs, fine blacks; regular price, 10c. 10-inch all-wool Camel's Hair serge; regular 60c goods; going this week. At 39c 40-inch all-wool silk-finish Henrietta; extra good value, worth 60c; will be offered this week. At 50c 40-inch all-wool Sebastopol and Reversible Cord, very rich, regular \$1 goods; this week. At 75c 40-inch all-wool Guipure Lace Net, very handsome, worth \$1.00; this week. At 85c	<b>DOMESTICS.</b> 4-4 wide fine, soft, finished bleached muslin. At 6c 4-4 wide, heavy bleached shirting. At 7c 5-4 wide fine bleached pillow cotton. At 10c 10-4 wide Peppercorn bleached sheeting. At 22c	<b>LACE CURTAINS.</b> Nottingham Lace Curtains, 3 1/2 yards long, taped edges, extra quality of goods. At \$1.85 per pair. Brussels Net Curtains, rare designs, extra quality of goods. At \$5.75 per pair. Irish Point Lace Curtains, very choice patterns, our own importation. At \$9.50 per pair.	<b>SPRING SKIRTS.</b> 50 dozen Spring Skirts, in new and desirable patterns, latest styles in plain and striped and large sizes; regular price, 60c and 75c; will sell to-morrow. At 50c 4 dozen Black Alpaca Skirts, nicely finished and good quality; regular \$1.25 Skirts. At 50c	<b>EMBROIDERIES.</b> We hardly need mention, as it is so well known, that we are connected with one of the leading factories in the world and control a large number of designs, and that our styles are always in advance of the market. Just received 1 case of 60 pieces of fine 45-inch Swiss Skirting, sample pieces of 4 1/2 yards, no two alike, worth 85c, \$1 and \$1.35. At 69c a yard, will go Don't buy Embroideries until you see our stock. We have over 500 different styles of 45-inch Swiss Skirting to select from. At 43c to \$3.50 a yard The latest styles in Corded, Reverse and Hemstitched and Irish Point designs of 4 1/2 yards long. "Where did you get those cheap Embroideries?" 5000 pieces Hamburg Embroideries (new lot from reserve room), from 1 to 10 inches wide. Can not be imported at these prices. At 1c to 1 1/2c a yard. A nice line of Children's 22 and 27-inch Swiss Skirting for Confirmation dresses. At 25c to \$1.00 a yard.	<b>Men's Furnishings.</b> Men's Fine Summer Flannel Shirts, with collars, plain and embroidered, pearl buttons. Same goods 50c each sold last season at \$1. Now 25c Men's Extra Fine Imported Scotch Flannel Shirts, worth 25c. At \$1.25 500 dozen Men's Spanish Brown Seamless Half-Hose, regular 7 1-2c per pair, 10c. Men's Fancy Striped Full Regular Made Half-Hose, worth 25c, 15c per pair Special—700 dozen Men's extra fine braided mixed Shirts or Drawers, all sizes, worth 50c. For 30c each Men's new spring styles in Teck Scarfs, regular 50c goods. For 15c The Mother's Friend Shirt Waist. This is the best waist for boys; buttons all riveted on adjustable belt; best percale. At 50c	<b>SOAPS AND PERFUMERY DEPT.</b> 500 dozen Turkish Bath Soap, 27c a box. 15 gross Roses of Cashmere Bouquet Soap, 11c a box. 275 gross Graham's Mecca Toilet Soap, 4 cakes in a box. 19c a box. 25 gross Murray's Florida Water, 29c a bottle. 60c a bottle for the teeth. Lubin's Perfume, all odors, 47c a bottle.	
<b>WASH GOODS.</b> Standard Apron Check and Dress Style Gingham, worth 75c and 80 a yard, go for 42c 1000 pcs of fine Dress Gingham, in good choice styles of plaids and stripes, regular price of which are 75c a yard, go this week at 71c a yard. An elegant line of Simpson's finest quality Satens, equal to French goods, in beautiful designs; worth no less than 25c a yard, go on 15c a yard Monday at We will sell on Monday 50 pieces of the best French Saten, in magnificent Persian and India effects; 2 1/2 yard regular price, 30c and 40c. At 25c a yard. 50 pieces of Printed Pongee Cloth, in light China blue, the regular price of which is 10c a yard. At 7c a yard	<b>GLOVES.</b> 300 dozen 4-button fine quality French Unfinished Kid Gloves, with self color embroidery on back, all in tan colors. These were imported to retail for \$1 pair. We will sell this lot at 63c a pair 85 dozen 7-hook Foster's Lacing Kid Gloves, with embroidered backs, in black, tan and brown, our 90c a pair 20 dozen gentlemen's 2-button Craven tan Kid gloves, F. K. stitching, usually sold at \$1.50, cut down 95c a pair	<b>JEWELRY.</b> A beautiful engraved band Lady's Ring, solid gold. 68c Ladies' Plated Fob Chains in neat designs. 40c	<b>PARASOLS.</b> 22-inch Satin Parasols, ombre shades, in all colors, fancy handles, for \$1.00 22-inch Parasols in fancy satins, all colors, stripes, plaids and checks, for latest designs in handles, for \$1.40 24-inch Satin de Chine, paragon frame, silver and gold heads, in fifty different styles, for \$1.30 34 and 36 inch La Tosca Parasols, in all desirable shades, from \$2.50	<b>HANDKERCHIEFS.</b> 200 dozen Men's all-linen, plain white and colored woven borders, were sold at 12 1/2c; this lot will 8c each 200 dozen—over 70 different patterns—of the latest spring styles Ladies' Printed Hemstitched (both in heavy and sheer cloth) Handkerchiefs, 10c each	<b>SUMMER FLANNELS.</b> 5 cases extra grade English Flannellette, in stripes, that are sold at 10c elsewhere, our price, 8c	<b>LACES.</b> <b>SPECIAL.</b> Black Spanish Guipure Lace (all silk, 9 inches wide) just given away at 25c a yard. Cheap at 50c a yard. 48-inch Valenciennes Lace Flouncings, for Confirmation dresses, beautiful patterns, considerably cheap at 75c a yard; during this sale. At 49c a yard 48-inch Fish Net, in black, cream and evening shades. At \$1.25 a yard 40-inch Cream Egyptian Lace Flouncing, in five beautiful patterns, good value at 60c a yard; will go. At 45c a yard Black, white, cream and tinsel Crope Lace Beading. At 10c a yard	

D. CRAWFORD & CO., BROADWAY AND FRANKLIN



























